

## Graphical e-Commerce Shopping Terminal System and Method

## ABSTRACT OF THE DISCLOSURE

[0053] A communications terminal which provides an enhanced sensory experience coupled to an virtual shopping mall with an apparent geographical coupling between  
5 cyberstores within the virtual mall such that cyberstore proprietors may control shopping environment factors such as visual images and sounds. Through presentations of images and sounds relevant and coordinated to a shopper's "position" within the cybermall, a shopper may view images and hear sounds simulating a real shopping mall experience using a personal digital assistant, web-enabled wireless  
10 telephone, or similar mobile device having a graphical display. As a shopper "moves" through the cybermall, graphical images of mall hallways are presented in logical sequence showing store fronts and facades, with selectable areas in the images defining entry points to enter the stores. As stores are entered, specific images of store interiors are provided, allowing each store to control and generate an environment  
15 within their own store. Throughout the shopping experience, relevant audible sounds are provided to the shopper, such as general mall hallway sounds while in the mall, and store-specific background sounds and music while in a selected store.